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November 21, 2008

VIA EFS

Commissioner for Patents
MAIL STOP ISSUE FEE
P.O. Box 1450
Alexandria, VA 22313-1450

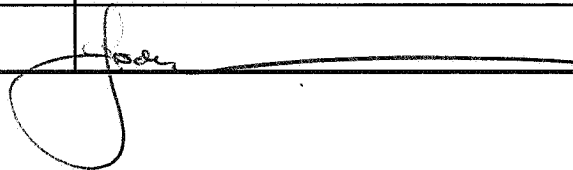
Re: Applicant: KOWALCHUK
Title: SYSTEMS AND METHODS FOR TARGETING
CONSUMERS ATTITUDINALLY ALIGNED WITH
DETERMINED ATTITUDINAL SEGMENT DEFINITIONS
Appln. No.: 10/821,516
Conf. No.: 9857
Art Unit: 3623
Filed: April 9, 2004
Docket No.: 08-165-US-P2

Dear Sir:

Enclosed is the following for filing in connection with the above-referenced application:

1. A completed Issue Fee Transmittal.

Authorization to charge a credit card in the amount of \$1055.00, representing the issue fee and publication fee has been provided.

CERTIFICATE OF AUTHORIZATION/ELECTRONIC FILING			
This paper (along with any referred to as being attached or enclosed) is being electronically filed with the U.S. Patent and Trademark Office by the below-named person under the authority of the undersigned agent/attorney of record on the date below.			
Name (Print/Type)	Jody L. Burtner		
Signature		Date	November 21, 2008

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The Director is authorized to charge any additional payment due in connection with this submission, or to credit any overpayment to Deposit Account No. 18-0582.

Very truly yours,

REED SMITH LLP

By 

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Agent for Applicant
Reg. No. 44249